

**Citywide Transit Plan and TDM Plan**  
**Pre-Bid Meeting**  
**Tuesday, September 29, 2015 - 11 a.m.**

**Agenda**

1. Introductions
2. Submittals & Deliverables: The City is requesting four hard copies and one pdf copy of each Consultant Team's proposal. Proposals should be submitted by mail or in person by **3:00 PM on Thursday, October 22, 2015** to:

Gail Payne  
Transportation Coordinator  
City of Alameda  
Community Development Department  
2263 Santa Clara Avenue  
Alameda, CA 94501

Submittals shall be clearly marked on the outside cover or envelope "Response to Request for Proposals: Citywide Transit and Transportation Demand Management Plans."

3. Disadvantage Business Enterprises (DBE): Not applicable.
4. Process. Based upon the submitted proposals on October 22 by 3 p.m., the selection team will interview selected Consultant Teams, which are tentatively scheduled for Tuesday, November 10, 2015. The City intends to complete contract negotiations with the selected Consultant Team so that the Consultant Team can commence work in January 2016. The Consultant Team is expected to complete the plans by July 2017.
5. Staff Contact: Gail Payne, Transportation Coordinator, [gpayne@alamedaca.gov](mailto:gpayne@alamedaca.gov), 510-747-6892, is available to answer questions and respond to requests for additional information.
6. Background: On January 21, 2015, the City Council directed staff to prepare an approach to a comprehensive citywide transportation planning and implementation effort in response to a City Council referral from Councilmember Tony Daysog. On February 25, 2015, City staff presented its initial thoughts on an approach to a citywide transportation effort at a joint Transportation Commission and Planning Board meeting. Staff's refined approach to the citywide transportation effort, including draft goals and a proposed scope of work, was presented to the City Council on April 1, 2015. On September 15, 2015, the City Council directed staff to move forward with a Request for Proposals (RFP), including a draft work scope, for

Citywide Transit and Transportation Demand Management (TDM) Plans. Exhibit 1 includes a draft RFP for the Citywide Transit and TDM Plans for City Council consideration.

7. Purpose: The Citywide Transit and TDM Plans will help ensure that the City sustains its high quality of life during a time of population growth throughout the Bay Area region from 7 million to an expected 9 million population in 2040. To help place the Transit and TDM Plans into context, the major reasons to proceed with this planning effort are: traffic congestion, housing requirements, climate change, transportation funding, transit provider coordination and changing demographics.
8. Goals: The overarching goals of the Citywide Transit and TDM Plans are to take a holistic and integrative Citywide approach: (1) to minimizing the total net of new single occupant vehicle trips at the island crossings and; (2) to enhancing multimodal intracity mobility. Special attention will be paid to the peak travel periods morning northbound, which is leaving Alameda, and afternoon southbound, which is returning to Alameda.
  - **Transit Plan**: Will focus on implementing transit related services and infrastructure by directing city funding and by coordinating transit providers such as AC Transit, WETA and BART in their near and long term route planning and expansion activities. The Transit Plan also will evaluate the financial feasibility of establishing a free intracity Alameda shuttle similar to the City of Emeryville's Emery GoRound service.
  - **TDM Plan**: Will recommend how best to manage transportation funds and requirements on new development in the City to most effectively support transit and TDM programs. The TDM Plan will build on existing efforts to determine the best organizational structure for implementing TDM programs for the City, as a whole, and for individual development projects.
  - **Community engagement process**: Will consist of community workshops, ongoing stakeholder outreach, a public opinion survey, a Citywide Transit and TDM Plans webpage maintained by City staff (<http://alamedaca.gov/communitydevelopment/citywidetransittdmplan>), an ongoing web based comment page, and Transportation Commission, Planning Board and City Council meetings.
9. Frequently Asked Questions: Please see below.

## Frequently Asked Questions

How does this effort relate to the planning efforts of the **transportation providers** such as WETA and AC Transit?

- This planning effort would build off their most recent short- and long-term plans and would consider the recommendations in these plans from a City of Alameda perspective with a focus on the City's infrastructure that we control such as the public streets and how to improve infrastructure for transit.

How does this effort relate to the city's existing **draft TDM Plan**?

- This planning effort would build off the draft TDM Plan from 2010.
- The 2010 draft does not include the new residential TDM requirements from Del Monte and Alameda Point.
- The 2010 draft does recommend moving forward with only one Transportation Management Association in the City, which City staff is currently considering.

What is the status of the **Transportation Element**?

- One of the purposes of this planning effort is to look at what we have accomplished and what more we need to do in relation to the City's guiding document – the Transportation Element of the General Plan.
- As required in the Transportation Element, the city is updating planning documents and project lists to ensure they are consistent with current city priorities.
- The Transportation Element only has high-level goals, objectives and policies whereas this citywide planning effort is looking at more detail to create prioritized project lists that staff can implement.

How will this planning effort help **coordinate shuttles**?

- Would look at ways to consolidate shuttles and combine transportation development fee responsibilities.
- Currently, City staff is working with AC Transit to provide improved bus service instead of having shuttles such as along the Northern Waterfront as part of its service expansion plan, which is expected to be implemented this upcoming spring. The idea is for AC Transit to provide better service along with EasyPasses for residents in the new developments in exchange for some of the developer fees. The advantage is that new and existing residents can more easily tap into the regional transit system with improved AC Transit service as opposed to individual shuttles.

Will this planning effort consider **BART to Alameda**?

- Yes, the time horizon is 20 years so the planning effort will touch upon potential BART to Alameda. BART is studying another transbay tube between San Francisco and the east bay with a potential station in Alameda. Thus, this planning effort will help coordinate BART's expansion activities to ensure that Alameda's needs are addressed.

Will this planning effort cover a potential **Alameda circulator**?

- Yes, the citywide Transit and TDM Plans will evaluate the financial feasibility of establishing a free intra-city Alameda shuttle similar to the City of Emeryville's Emery Go-Round service.

Will the city look at a **City run bus system** similar to Petaluma or Union City?

- It is a model that we could explore in the Citywide Transit and TDM Plan. It would require the City to take over bus operations from AC Transit.
- Petaluma runs their own bus service using bus monies that AC Transit currently accesses for the City of Alameda.
- MTC is not supportive of creating more transit agencies and is actually trying to consolidate transit agencies around the region.
- An AC Transit model tends to have newer buses, less staff turnover and more specialized staff.

Will this planning effort cover a risk assessment of the **Webster Street/Posey tubes**?

- The citywide Transit and TDM Plans will evaluate the risk assessment that the city will obtain from Caltrans to recommend potential transit-related improvements.